

OUR COMMUNITY PARK MAGAZINE

SPRING 2025



OFFICES REIMAGINED

THE BBP TEAMS AND BUSINESSES ADAPTING TO NEW WAYS OF WORKING

hello!



Welcome to your Spring 2025 edition of 'Our Community' magazine.

When I stepped into this role back in Summer 2021, the business park was a shadow of its usual self – deserted car parks, empty desks, and most people either working from home or still on furlough (remember those days?). Nearly four years on, we've embraced a whole new way of working - mixing home comforts with office energy, balancing flexibility with teamwork, and, of course, making time for those all-important coffee catch-ups.

But one thing has stayed the same: our need for connection. Whether it's chatting about holiday plans over a coffee, bouncing around big ideas in a huddle room, or turning a meeting into a scenic stroll around the park, community remains at the heart of everything we do.

No matter where or how you work – part-time remote, office-based, or somewhere in between – Birmingham Business Park continues to evolve as a vibrant hub of collaboration and creativity. So, join us as we explore how workplaces (and the people in them!) are being reimaged.

As always, I'd love to hear from you! If you've got a story you'd like to tell, or a club you'd like to set up, please email me at lori@birminghambusinesspark.co.uk

See you around!

Lori McDonagh, Marketing, Community and Business Development Manager



Our Community magazine is produced for Birmingham Business Park by Edwin Ellis Creative Media
www.edwinelliscreativemedia.com



Introducing MAMOXX



Birmingham Business Park is set to welcome its newest addition, Mamoxx, a vibrant café dedicated to serving fresh, healthy, and delicious food.

Set to open its doors soon, Mamoxx will offer a carefully curated menu featuring nutritious, flavour-packed dishes such as jacket potatoes with a variety of wholesome toppings and creamy avocado on sourdough toast.

With a passion for healthy eating and community connection, Mamoxx is more than just a café – it's a space where Business Park professionals can grab a nourishing meal while enjoying a welcoming atmosphere. The team is eager to get to know the BBP community, creating a friendly hub where visitors can refuel, relax, and connect.

"We're excited to bring Mamoxx to Birmingham Business Park," says Zoe Moyo Founder of Mamoxx. "Our goal is to offer fresh, high-quality food that supports a balanced lifestyle while also building relationships with the amazing people who work here."

Whether you're looking for a quick, healthy lunch or a place to unwind with a great coffee, Mamoxx is ready to serve you. Stay tuned for the official opening date and special launch offers!

For more information, please contact: Kym Ferguson, Operations Manager

Email: mamoxx3creations@gmail.com

Tel: 07728827858



Offices Reimagined THE WORK SPACES OF THE FUTURE

YOU ASKED... WE'RE DELIVERING



More live entertainment is just one of the things you've told us you'd like to see at our beautiful business park. And we're planning to deliver!

In February we launched the BBP 2025 Events Survey with the help of our experienced team of placemaking professionals at Activate.

It asked companies and employees which services and activities would make life on the park even better.

We're putting together a programme based on the results to make sure what's on offer reflects your needs and interests.

More than 80% of you attended at least one of our events or activities last year, according to the survey.

And one thing you'd like to see more of is live entertainment so we're planning to introduce more, including live music and comedy performances.

The survey also revealed that the most popular location for hosting events is the Main Lake and Thursday the most popular day, between 12pm and 2pm.

So, we'll make sure The Main Lake is the prime location for our future activities and we plan to hold more to fit in with your preferred schedule.

You've also told us that you'd like the food trucks to be open later until 2.30pm-3pm.

As well as live entertainment our

survey also revealed that people want more opportunities to give back to the community through increased involvement with charity events.

So, we're going to organise more initiatives to support local causes.

We're also excited to be launching our first Social Value Committee, which will meet quarterly to discuss and drive initiatives which will have a positive impact on our community, environment and workplace.

Luke Manley, the Corporate Fundraising Manager from our 2025 partner charity Birmingham Hospice, attended our first session at the Park Management Office in April.

In response to another of your suggestions we're planning to introduce better signage around the park to make it easier for visitors and employees to get around.

We're also going to introduce more seating to provide additional spaces for relaxation as well as investing in more seating and gazebos for better comfort during events.

Birmingham Business Park's Marketing, Community & Business Development Manager Lori McDonagh said: "At Birmingham Business Park, we're always looking for ways to enhance the experience for our community, and your feedback plays a huge role in shaping what's to come."

Life



at



your park!

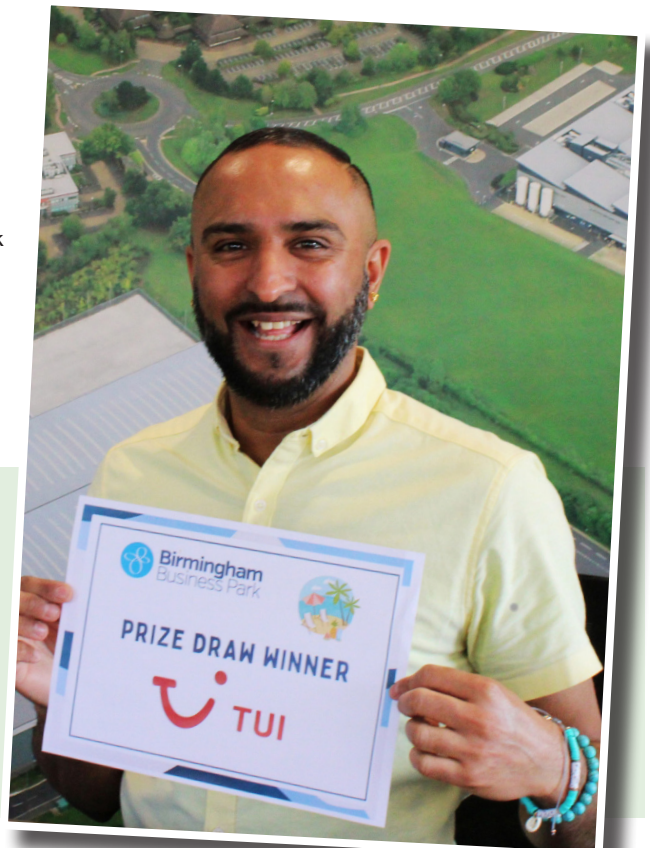


Congratulations...

...to Steven Singh, Community Manager at Regus, winner of our survey completion competition. Steven's name was selected at random and he wins a £250 Tui holiday voucher!

"I was so pleased to receive this Tui Voucher after taking part in the survey," explained Steven.

"I love being part of the Business Park community with Lori, where there are so many opportunities for networking, creating great activities around the park together, and look at the rewards. Just from being part of a warm, welcoming, beautiful community. Can't wait to book my next holiday!"



Wellbeing

IS AT THE HEART OF MODERN OFFICE DESIGN

A tour around the
British Heart
Foundation's
stunning
BBP offices



With wellbeing at the heart of all their work, the British Heart Foundation's workspace for their Birmingham Business Park hub was given an injection of creative design to energise their team and initiate a new agile working approach.

According to Jason Sanders from AMH Projects, 2025 has brought a significant evolution in office design, with employee experience taking centre stage.

Companies are now prioritising dynamic and flexible spaces that enhance well-being and productivity. The rise of hybrid work has driven a complete reimagining of office layouts, ensuring seamless integration for both in-office and remote employees.

"Wellbeing is at the heart of modern office design," says Sanders.

"Many workplaces now incorporate relaxation areas, meditation rooms, yoga studios, and on-site gyms. Some even welcome pets to create a more comfortable and engaging environment."

The British Heart Foundation embraced this forward-thinking



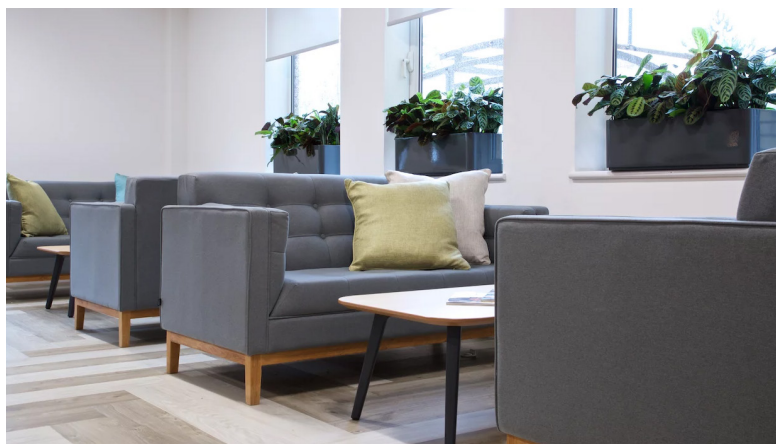
Offices Reimagined THE WORK SPACES OF THE FUTURE

approach when they partnered with AMH Projects to revitalise their workspace at Birmingham Business Park (2300 The Crescent), ensuring it aligns with the latest workplace trends. This transformation enhances both functionality and sustainability, incorporating eco-friendly materials and energy-efficient solutions to create an adaptable and inspiring environment.

Sanders emphasises that adaptability is now crucial in office design. "Spaces need to support both focused individual work and collaborative teamwork. Businesses are also integrating modern technology, such as voice-activated tools and AI-driven analytics, to improve efficiency and connectivity for remote teams."

Balvinder Kaur from the British Heart Foundation adds: "As a charity, it's essential that our office space is not only functional but also adaptable to





our evolving needs. Whether it's supporting our fundraising efforts, facilitating volunteer coordination, or creating a welcoming environment for our team, our workspace ensures we can work efficiently and effectively."

The BHF team carries out a variety of roles so a breakout area to bring everyone together was an invaluable inclusion to the overall scheme. As a charitable organisation, maximising value for their investment was also a key consideration in the design.

Their 'wellbeing' brand was embodied in the layout of the breakout area with a variety of areas to relax, work and socialise. Natural finishes and plants were a focus for the design to promote connections to nature within the workspace. A large cork wall to display notices and messages from their supporters is an emotive source of reminder of the positive outcomes of the work the team are doing.

Working alongside the office is a production area, for sending out mailings to their supporters, which has been planned meticulously to ensure the most efficient use of space and the most effective flow for their team. To promote sustainable design and maximise value where possible, the furniture and fixtures from their

existing office were re-used to keep wastage to a minimum.

Based at The Crescent on Birmingham Business Park, British Heart Foundation is eager to connect with businesses across the park. As a leading charity dedicated to heart health research and support, BHF is passionate about raising awareness of cardiovascular disease and promoting workplace wellbeing. They encourage businesses to get involved through fundraising initiatives, corporate partnerships, and health-focused initiatives. By working together, companies can help support life-saving research and make a real difference in the fight against heart disease.

BHF also promotes healthy workplace habits, encouraging movement throughout the day to support heart health. They believe that small changes like increasing daily steps or creating heart-friendly initiatives can have a big impact. By engaging with businesses across Birmingham Business Park, BHF hopes to build a stronger, healthier community where organisations come together to support a cause that truly saves lives. To get involved, please reach out to Balvinder Kaur at kaurba@bhf.org.uk.

Pictures courtesy AMH Projects

The future of work

THE IKEA WAY

IKEA's
MITTZON
range of
acoustic/
privacy screens



Below: The
MITTZON
range sit/stand
desk, provides
ergonomic
comfort and
clever features



Hybrid working has changed the way we think about office space. The rigid rows of desks and grey cubicles of the past are making way for flexible, people-focused environments – spaces that adapt to the way we work, rather than the other way around. Whether it's a collaborative hub, a home office, or a hybrid set-up that blends both, the modern workplace is evolving fast. And guess who's keeping up? IKEA.

You might know them for their iconic flat-pack furniture and meatballs, but what you might not know is that IKEA has been quietly reshaping workspaces too.

Their business arm isn't just about desks and chairs – it's about creating environments that support well-being, productivity, and a better everyday work life.

Birmingham Business Park has partnered with IKEA to offer exclusive discounts for BBP tenants, enhancing workplace wellbeing and home-office setups. This collaboration will also bring exciting events over the next 12 months, including sustainability workshops and seasonal showcases, strengthening community engagement while providing valuable benefits to businesses and employees on the Park.

Jo Ward, Business Leader for IKEA Birmingham, has seen these changes firsthand: "Offices aren't what they used to be. Hybrid working means companies are rethinking how they use their space – whether that's turning unused desks into creative

10% IKEA BUSINESS ORDERS DISCOUNT

Occupiers of Birmingham Business Park have an exclusive offer of 10% discount[^] for Business orders over £3,000 running from April 1st 2025 to October 31st 2025*. To receive this discount, contact:

jodie.ward@ingka.ikea.com or
helen.roberts@ingka.ikea.com

*Does not include assembly and installation.

[^]Birmingham store only, via IKEA Birmingham Business Team only. For smaller orders (kitchenware, office accessories etc) or for your home, IKEA delivers to Solihull Tesco (Stratford Road, next to Notcutts) daily! Orders over £100 it's free delivery, orders under £100 it's £5.





zones or designing breakout areas for collaboration. Even small tweaks, like introducing plants or changing layouts, can transform a workspace and boost morale.

"We're proud and excited to be co-creating with Birmingham Business Park in what we believe is a first of its kind collaboration. It's credit to Lori and the BBP team that this is possible.

"I'm very much looking forward to exploring new ways to add value to BBP residents and really getting involved in the park community. Exciting times ahead!"

FROM BOARDROOM TO BREAKOUT SPACE

Today's office is no longer just a place to clock in and out. It needs to be versatile, inviting, and designed for collaboration – without forgetting the all-important need for focus and comfort. IKEA's workspace solutions reflect this shift, with sit/stand desks for movement, adaptable storage for clutter-free spaces, and ergonomic seating that makes long hours more bearable. Collections like MITTZON, IDÅSEN, GALANT, and LILLEHEM have been designed with modern working in mind, helping businesses – and individuals – create a space that works for them.

THE NEW WORK-LIFE BALANCE

With more of us splitting time between home and office, the challenge is creating an environment that feels as good as it functions. IKEA's approach focuses on solutions that support both productivity and well-being – from sound-absorbing panels for distraction-free work to flexible furniture that adapts to changing needs. And if you're working from home, a dedicated space – no matter how small – can make all the difference.

The office of the future isn't about one-size-fits-all solutions. It's about choice, flexibility, and designing a space that makes work feel better. And whether you're in a buzzing office or a quiet corner of your home, it turns out that a little bit of Swedish design might just be the key to making it work.

Make sure and join the IKEA Business Network first. It's a free loyalty programme designed for businesses giving you access to interior design, member discounts, fully itemised VAT invoices and visibility of previous orders.

www.ikea.com/gb/en/ikea-business

ParkLife

BBP WORKERS SHARE INSIGHTS INTO THEIR ROLES & COMPANIES

APRIL DAVIS, RECEPTIONIST, IMI

WHAT DOES A TYPICAL WEEK LOOK LIKE FOR YOU?

My week is a dynamic mix of holding spaces and leading classes across businesses, nurseries, schools, and yoga studios throughout the West Midlands, alongside hosting monthly yoga and hiking retreats. With a schedule that keeps me on the move – both across the UK and overseas – I'm deeply grateful for the variety and exploration my work brings.

The first half of the week is dedicated to planning, guiding, and organising my diary, ensuring everything flows smoothly. One evening a week, I dive into reading for my psychotherapy training, while a couple of evenings are spent teaching in local studios. Midweek, I shift into my part-time role at IMI, which provides a grounding contrast to my otherwise fluid and adventurous routine.

HOW DO YOU BALANCE YOUR ROLE AT IMI WITH YOGA & MOVEMENT?

I thrive on the blend of work I do – it perfectly aligns with my energetic and explorative nature. I love sharing my passion in different spaces, and the variety keeps me inspired. That said, balancing planning time with my other commitments can be a challenge. One of the perks of working at IMI is the flexibility to carve out breaks for my own movement sessions when I'm not holding spaces. I also prioritise keeping my evenings and early mornings free, giving myself the space to move, journal, or immerse in nature. With my work spanning multiple disciplines, staying organised is essential, but so is remaining adaptable – something I've learned to embrace fully.

WHAT CAN YOU OFFER BUSINESSES AROUND THE PARK THROUGH YOUR SESSIONS?

I create warm, welcoming yoga and movement spaces designed to support employee well-being, ease stress, and bring people back into balance – mind, body, and soul. Whether it's a lunchtime yoga session, an after-work wind-down, or mindful breathwork, I offer employees a space to pause, reset, and recharge amidst their busy days.

Beyond movement, I also share gentle stress-relief practices like guided meditation and breathwork, helping to cultivate a



sense of calm and resilience. For team-building and corporate wellness, I design bespoke wellness days, outdoor movement experiences, and walking meditations – beautiful opportunities for connection, restoration, and renewal.

These sessions are always held with care, allowing individuals to move at their own pace, release tension, and find a greater sense of balance. By bringing movement and mindfulness into the workplace, I help businesses create healthier, happier, and more grounded teams.

WHAT ARE YOUR THOUGHTS ON HYBRID WORKING, AND HOW DO YOU THINK IT IMPACTS WORKPLACE WELLBEING?

I love hybrid working for several reasons. I feel it enhances well-being by offering flexibility, reducing commuting stress, and improving work-life balance, however I feel it must be carefully managed to prevent isolation, maintain collaboration, and ensure equal opportunities for all.

HOW CAN PEOPLE AROUND THE PARK GET INVOLVED IN YOUR SESSIONS?

If you're interested in participating in any of the spaces I offer, feel free to reach out using the contact details below. You can also visit my website for more information about the spaces I facilitate and how I can collaborate with your business to support your employees. I look forward to connecting with you.

IG: [april.yoga.movement](https://www.instagram.com/april.yoga.movement)

E: april.yoga.movement@gmail.com

W: www.aprilyogamovement.co.uk

HYBRID WORKING



...AND WHAT TO THINK ABOUT WHEN HIRING



Not all roles afford the ability to work from home or allow flexibility in hours, and this can affect the recruitment process and the type of candidates you attract, sometimes making recruitment a little harder to crack and find that ideal applicant.

Ensuring that your job adverts are clear with what hours/days are required in the office can certainly assist with candidates applying for the roles suitable for them and ensure hiring managers are not having wasted conversations with those with requirements that are not offered in the position.

We are seeing an increased number of candidates turn down the opportunity of a new role based on this, so it is fair to suggest that companies that allow some form of hybrid flexibility will attract more and possibly better talent and therefore can stay more attractive to potential candidates.

WHAT TO CONSIDER...

When hiring for a hybrid position it is key to consider the application and interview process and whether this will also be done remotely or in person, and how many stages the process will be. Be clear from the beginning and stick to the process. Candidates can easily become disengaged if the process changes potentially increasing the time from initial introduction to an offer – keeping the candidate engaged during a hiring

process, especially if remote, is key!

Ensure that the hybrid working policies and onboarding processes are clear from the outset to accommodate those expecting a hybrid working model and be open if initial office days will be required to help the onboarding process.

On-going you should be clear how the team will operate, for example, what key days are office based and how you will ensure that flexibility is still manageable, whilst you are also able to measure performance.

Hybrid working may seem novel to begin with, but depending on the individual and how many days are home or office based, some employees may become unmotivated and isolated, so to help retention of employees and to ensure that they integrate into the team it is important to have regular team catch-ups and ongoing conversations.

Hybrid working has become the norm for a lot of businesses and employees, and in most instances works well. It gives the employee the flexibility for a work & home life balance, whilst giving the employer more from their teams in motivation and productivity.

With this recipe, you can see why the hybrid working model is here to stay in one form or another!

**Article courtesy of Bloom Connections
recruitment agency –
Visit bloom-connections.com**



Offices Reimagined THE WORK SPACES OF THE FUTURE



**Ensure that the
hybrid working
policies and
onboarding
processes are clear
from the outset**





Why being in the workplace can boost your mental health

We often hear about work-related burnout and stress (I've been there!), but let's flip the narrative for a moment. When done right, being in a workplace can support and contribute to good mental well-being. Here's why:

A routine can act as an anchor when life feels overwhelming. The predictability of commuting, morning team chats and check-ins, or even the ritual of grabbing coffee simultaneously daily help create stability. This structure gives our minds a break from decision fatigue and chaotic thoughts. Knowing that 9am means the "start of work" can be comforting when everything else is spinning.

Humans are wired for social connection. Casual chats by the coffee machine or a quick catch-up before meetings may seem trivial, but they help foster a sense of belonging. Even introverts benefit from shared moments, whether it's a laugh over a meme or a supportive "You've got this" from a colleague.

Isolation and loneliness are factors in declining mental health, and workplaces – especially supportive ones – help bridge that gap.

Work isn't just about tasks and deadlines. It's about achieving something, no matter how small, and feeling that sense of accomplishment. Completing tasks releases dopamine, our brain's reward chemical. That little tick on the to-do list is more than satisfying – it helps lift mood and reinforces a sense of purpose. This is especially helpful if you're battling low motivation or navigating high-functioning anxiety.

Sometimes, stepping outside of our heads is what we need. Being in the workplace provides a natural distraction, helping us shift focus from personal worries to external tasks. Engaging in projects, team brainstorming, or problem-solving gives our overthinking minds a much-needed rest. Being in the office can increase the opportunity to be active and engaged, and you don't have to be sedentary. You can walk to meetings and have a team meeting while walking! Physical activity boosts endorphins (the feel-good hormone), helping reduce stress and anxiety and promoting creativity.

One major challenge with remote work is the blurring of boundaries. When work spills over into personal time, it can lead to mental fatigue and burnout if not managed well. Being in a physical workplace sets clear boundaries: when you leave, you leave work behind (hopefully). This separation allows for proper downtime, helping recharge your mental battery.

ACCESS TO MENTAL HEALTH RESOURCES

Many workplaces now have on-site resources



Psychotherapist
Asha Berzon

like employee assistance programmes, mental well-being workshops, or peer support groups. Being present makes it easier to access these services without independently seeking them out. A recurring theme I encounter when working with businesses is a lack of knowledge of available resources, visibility, and accessibility. This can be rectified with posters, information in handbooks, or displays in communal areas.

A HEALTHY WORKPLACE IS KEY

While the workplace can support mental health, this only works in environments that promote communication, respect boundaries, and address toxic behaviours. A workplace that ignores mental well-being can be just as damaging as isolation. A workplace that ignores unhealthy practices creates toxicity. Investing in team development and human connection is good for the business and the workforce.

TIME TO RETHINK

Employers ask yourself: Is your workplace an environment where mental health can thrive, and staff want to be in the office? If not, now's the time to rethink. And if you're an employee struggling, don't suffer in silence. Advocate for better conditions or reach out for support.

Let's talk if you'd like to explore ways to create healthier, more productive workspaces. Together, we can make the workplace where people grow, not just work.

**Asha Berzon – Lead Psychotherapist/
Hypnotherapist, Mindability Hypnotherapy,
1310 Solihull Parkway, Birmingham Business
Park
www.mindability-hypnotherapy.co.uk
Tel: 07902 580 703**

BBP Book Club

**Recommendation by
Claire Hancox, Recruitment
Manager, Bloom Connections**

Bunny vs Monkey – Bunny Bonanza

Having a little one we find it hard to find the time to sit down and enjoy a good book – except when it's with our 7-year-old boy!

His reading is coming on in leaps and bounds so we encourage him to read anything that takes his interest. His favourite book at the moment is Bunny vs Monkey - Bunny Bonanza, where Monkey goes on a crazy adventure in search of missing Bunny.



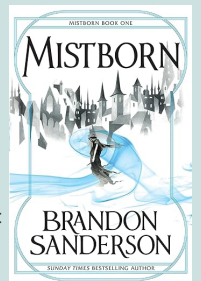
It's great for little ones in key stage 1 that are reading longer words, and books with more content. It's fun & capturing (albeit a little crazy!), keeping their attention with bright animation to help follow the speech captions. My little one will now pick up the book to read a random page in fits of laughter.

It's a great book to encourage our little readers with more in the series to keep them entertained!

**Recommendation by
Peter Hodgkinson, Paralegal
from Vienna Kang**

Mistborn by Brandon Sanderson

The first in a series of high fantasy novels, Mistborn is set in a dystopian world where ash falls in the day and night is shrouded in mist. The peasant-class of Skaa suffer under the governance of a powerful Lord Ruler and his Steel Ministry, while the nobility thrives. When Vin, a young thief, meets a charismatic man named Kelsier, she learns to harness incredible powers that could allow them to overthrow the empire. Sanderson's world-building is incredible, the magic system is fascinating, and he skilfully teases out narration through character perspective. No modern writer offers such epic escapes into fantastical worlds.



**Are you a Business Park bookworm?
We want to hear your latest
recommendations to feature in Our
Community magazine. Please email
Lori@birminghambusinesspark.co.uk
with your favourite reads.**

Stay Connected

5 WAYS TO KEEP IN TOUCH WITH BBP WHILE WORKING HYBRID



1 GET INVOLVED IN EVENTS

Whether it's a networking session, wellbeing activity, or business meet-up, make the most of your office days by joining in.

Check out our monthly What's On to see what's happening!

2 MAKE THE MOST OF THE PARK

Take a breather in the green spaces, enjoy a walking meeting with a colleague, or grab a coffee at Greggs or Mamoxx – because staying connected isn't just about meetings!



3 JOIN A BBP CLUB

From our allotment and shared reading groups to brand-new yoga classes, there's something for everyone. It's a great way to meet like-minded people and feel part of the community.



4 START YOUR OWN CLUB

Got an idea for a mental health walk, a lunchtime running group, or a Birmingham Hospice fundraiser? We'd love to help make it happen!



5 STAY IN THE LOOP

Don't miss out on park news, events, and business updates. Drop an email to lori@birminghambusinesspark.co.uk to get on our newsletter list!



What are your thoughts on hybrid working, and how has it impacted your experience of work?

BBP EMPLOYEES SHARE THEIR VIEWS ON NEW WAYS OF WORKING

ROBBIE PHIPPS, ASSISTANT CONTRACTS MANAGER FROM NURTURE LANDSCAPES

I find hybrid working enjoyable but challenging. I can have a better work-life balance, especially if challenges come up in my personal life. However, I enjoy my time back in the office as that's where I'm most productive, and it's good to catch up with other colleagues, although I wouldn't like to work there every day.

I rarely work from home as there can be too many distractions, choosing rather to work on the sites I manage. I would say it improved my work experience by pushing myself to manage my own time effectively.





CARON BROWN, OFFICE MANAGER FROM VANDERLANDE

As Office Manager at Vanderlande I need to be based in the office to meet every day needs of the business.

When the pandemic hit, I had never worked from home. I found working from home a real challenge. Emails were relentless as conversations took place by this means or over Teams.

Hybrid working provides flexibility between work and personal life, it offers workers financial perks such as saving on commuting and childcare costs. Also, talent can be sourced further afield.

At Knights Court we close the office on Friday, saving on electrical costs. It's great to speak face to face, catch up after the weekend over a cuppa.

I find it sad that hybrid working has caused a negative impact on the high street. Town centres have been hard hit, small businesses struggling to survive. I am passionate about encouraging colleagues back into our office. We are so lucky to have our office located on this lovely Business Park. The freedom to take our breaks in the fresh air, walk around the park and enjoy the events provided by the BBP team.

In conclusion I think it is great that most companies are offering flexibility, but I am a staunch believer in the positive effects of seeing and collaborating with your colleagues face to face.



CHRIS ALLEN, BEST PRACTICE AND COMPLIANCE MANAGER FROM MIX | BY POWERFLEET

Hybrid working is extremely valuable for achieving 'work life balance'.

If you take the necessary breaks and can adequately separate your workspace from the home environment. Failure to do this may mean that the lines between work and homelife become blurred.

It assists when considering equality and diversity requirements, and for some can provide solitude for focus when compared to visiting the busy office every day.

For the assurance of maximised efficiency however, I feel this must be combined with relatively regular office attendance. I am one of the old school, that highly values being in the same room as my team for collaboration, relationship building and efficiency, which I believe can all suffer when people are separated for lengthy periods.



Rolls-Royce and Bulls in the City bring learning project to schools

ENGINEERING GIANT SUPPORTS SUMMER SCULPTURE TRAIL



We're delighted to hear that the Birmingham Business Park offices of Rolls-Royce will be the Learning Programme Partner for the Bulls in the City art trail, coming to Birmingham this summer.

The historic engineering giant is one of several locally based businesses to become part of the Bulls in the City herd.

The Rolls-Royce facility at BBP designs and manufactures the fuel and engine control systems for all Rolls-Royce aero-engine applications.

Birmingham Hospice – the Park's charity partner – has partnered with Wild in Art, a global producer of art trails, to create a new trail for Birmingham this summer, called Bulls in the City.



We are excited to part of this initiative



Based on the Bullring bull, the trail will see a stampede of 40 fibreglass bull sculptures descend on the city between July and September, which will then be auctioned off to raise vital funds for the hospice.

Part of the trail invites 80 local schools and

community groups to sponsor and decorate their own calf sculpture as part of a Learning Programme, which aims to integrate the project into the curriculum.

Rebecca Richards, Bulls in the City project lead, said: "We're so thrilled to have such an iconic, inventive and market-leading organisation like Rolls-Royce part of our project.

"As Learning Programme Partner, they will be leaving a standout legacy for the young people of our city.

"We couldn't think of a more well-suited organisation to partner with on the Learning Programme than Rolls-Royce thanks to their passion and drive to put STEM subjects firmly on the map. We're so excited for this partnership!"

Dan Parrott, VP controls systems at Rolls-Royce, said: "We are thrilled to become the Learning Programme Partner for the Birmingham Hospice's Bulls in the City campaign.

"The vital care and support that the hospice offers the local community is inspiring and we are excited to be a part of this initiative."



BBP HOSPICE PARTNERSHIP EXTENDED!



BBP is proud to announce it is continuing the Business Park's charity partnership with Birmingham Hospice for another year.

During 2024 the partnership generated several fundraising and awareness projects such as the Summer of Sport fundraiser, the 'Life to Do List' campaign, monthly drop-in awareness sessions and bereavement training.

The popular BBP hanging basket workshops were also in support of Birmingham Hospice.

In 2025, Birmingham Business Park will be launching a new social value committee to shape a positive impact on the community and workplace.

Lori McDonagh, Marketing, Community & Business Development Manager, Birmingham Business Park, said: "We're thrilled to continue our partnership with Birmingham Hospice for a second year!

"After a successful first year, including impactful bereavement training, we're excited to expand our collaboration and further support the incredible work they do for our community."

ALLIANCE AUTOMOTIVE SUPPORTS WORLD CANCER DAY



The Birmingham Business Park offices of Alliance Automotive Group UK and Ireland (AAG) participated in the annual World Cancer Day initiative in February.

World Cancer Day is a global effort aimed at raising awareness and understanding of cancer to improve detection and treatment.

This year marks the launch of the official three-year campaign titled 'United by Unique'.

AAG hosted coffee mornings across their NAPA Auto Parts network, Offices and Distribution Centres in the UK and Ireland to promote awareness and raise donations for two charities:

Cancer Research UK and the Irish Cancer Society.

Colleagues were encouraged to enter their homemade treats into the 'Best Decorated Cake' competition, with the chance to win some incredible prizes. Many impressive cakes were submitted, featuring themes such as NAPA

(AAG's private label brand), Valentine's Day, and Easter.

Colleagues at Alliance Automotive Group helped to raise over £500 for charity while discussing the impact of cancer on individuals and how these charities continue to support those in need.

The Primis daredevils raise £13k for Lily Mae



A daring sky dive and spicy pizza challenge are just two of the events which helped staff at Primis Mortgage Network raise more than £13,000 for a charity which is close to one team member's heart.

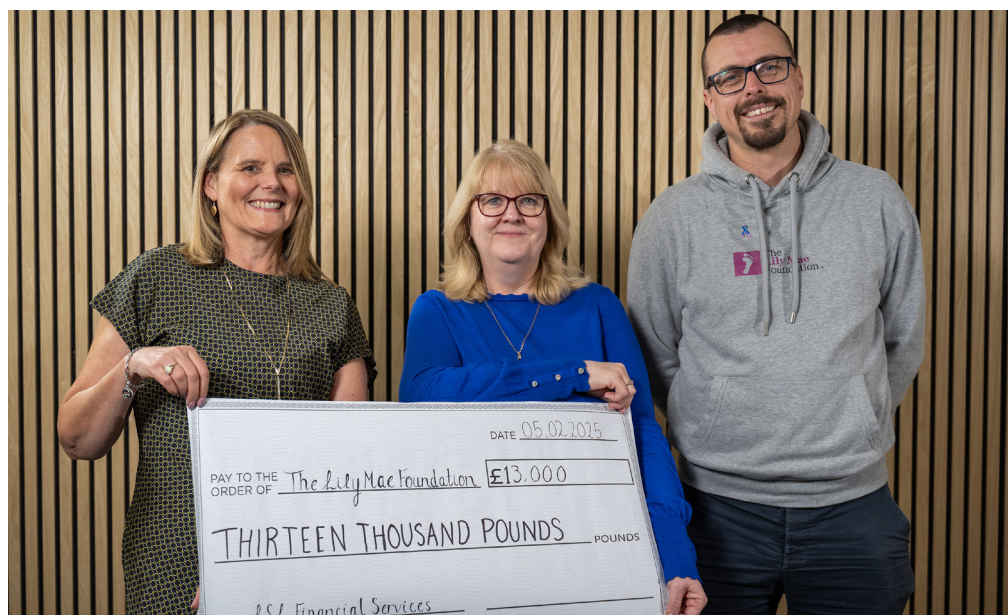
Heather Jeffery's daughter Emily and her husband Chris lost their baby Logan at just 22 hours old.

They were helped to deal with their devastating experience by The Lily Mae Foundation.

The Midlands based charity provides support for bereaved parents following the loss of a baby. It also trains midwives and other health and social care professionals, as well as carrying out research into the prevention of baby deaths.

To say thank you Heather, a Relationship Consultant, TMA Club, decided to team up with her Primis colleague, IT Technical Specialist, Bilal Taj, for a fundraising skydive. Between them they raised over £2,000 for The Lily Mae Foundation.

Heather, a Relationship Consultant, TMA Club, explains: "The Lily Mae



foundation provided immediate comfort to my daughter Emily and her husband Chris, when they lost their baby Logan at 22 hours old, by donating a memory box to keep precious memories of Logan. They have also had access to the baby loss support service, counselling sessions and monthly ongoing support meetings."

Primis' Charity Lead and Product Consultant Gill Hamlett-Hill led a series of fundraising activities with colleagues across the company to help it reach its fundraising total of more than £13,000.

Matt Whitehouse, The Lily Mae Foundation's Community Development Manager and Baby Loss Support Manager, visited Primis' office at the

Business Park to thank Gill and Heather for the amazing sum raised.

As well as demonstrating the generosity of Primis' staff the huge fundraising milestone also shows some of the benefits of working on site at the mortgage network firm's Business Park office.

More businesses are getting creative when it comes to encouraging staff back into the office in a meaningful way, whether full-time or through hybrid working.

It's one way to make sure CSR commitments are met, which can be forgotten if everyone is working at home and teams don't meet to discuss charity and foundation support.

For more information about Primis Mortgage Network visit [primis.co.uk](https://www.primis.co.uk).

To find out more about The Lily Mae Foundation's work go to [lilymaefoundation.org](https://www.lilymaefoundation.org)

10-MINUTE TEA BREAK



With
HANNAH BOYD
ASSOCIATE,
GOODYEAR



WHAT DOES YOUR MORNING AT WORK LOOK LIKE?

After arriving at the office, I'm straight to the kitchen to put my mass of food in the fridge, fill my water and prepare a hot drink.

I'll make sure all the blinds are up so I can see out the window, greet everyone, clear my emails and crack on with tasks – usually with the goal of refraining from eating my lunch at 10am (something I'm known to do).

TEA OR COFFEE?

This is one of my favourite debates as a hot drink enthusiast. I love coffee and it's one of my favourite ways to start my day. However, nothing will ever beat a good cup of tea before bed.

TELL US A LITTLE ABOUT YOUR ROLE AND WHAT A TYPICAL WORKDAY LOOKS LIKE FOR YOU.

One of the best things about Marketing is how two days are never the same and that statement couldn't be more true for my role. Generally, my role covers e-commerce, social, digital, PR, events, PPC & advertising, SEO, charity fundraising, and customer service so there is always something going on. My role involves a lot of engagement, with a typical working day usually being split between team meetings, quite a lot of admin/audits, and then project planning. The best part about it in my opinion is seeing direct results from my work – it's really rewarding!

DO YOU WORK IN A HYBRID SETUP, FULLY REMOTE, OR ARE YOU BASED IN THE OFFICE? HOW DOES THAT WORK FOR YOU?

Having worked at HiQ/Goodyear for nearly three years now, there is by no means a set day but my week is split between working from home, office work, and customer visits. Going to garages provides me with an insight into life outside of corporate and as an extremely social individual I thoroughly enjoy spending time with customers I have built a great relationship with.

Meanwhile, I'm super fortunate to work with such a great team, who are always so supportive and never fail to make me laugh.



WHO INSPIRES YOU IN YOUR CAREER OR PERSONAL LIFE?

As an only child, I have always been in awe of my parents who have both pursued impressive careers. My mum was my biggest inspiration to enter the world of marketing having maintained her role for over 25 years.

My dad has worked in recruitment for as long as I can remember, before then starting his own business in the tourism industry eight years ago, which has since seen huge expansion and won multiple awards.

My social circle of friends and my partner are all exceptionally driven, inspiring me every day, always ensuring I push myself as much as possible and celebrating successes. Then, my biggest supporter within the workplace has always been my manager, who has nurtured me my entire corporate life and taught me countless invaluable lessons.

Her incredible 'reign' of 33 years within the tyre industry, alongside her phenomenal taste in fashion & perfume has rightfully gained her 'icon' status within our company. I will forever be thankful to her for helping me reach where I am now.

WOMEN IN STEM ARE MAKING INCREDIBLE STRIDES – WHAT'S YOUR PERSPECTIVE ON THE IMPORTANCE OF REPRESENTATION AND OPPORTUNITIES IN THIS FIELD?

I think the encouragement for women in STEM is so important, and it's something my team and I are

always discussing as women in the automotive industry. There is so much more opportunity in recent years, but still with a long way to go. There's an increasingly strong representation of women in this field, which is great to see.

WHAT DO YOU LIKE TO DO OUTSIDE OF WORK? ANY HOBBIES OR INTERESTS?

I enjoy keeping up with reading which points to my English degree, as well as hikes, and watching films. But at the moment my time is greatly focused around running as I am fortunate enough to be taking part in the TCS London Marathon 2025!

Having ran both leisurely and competitively from an early age, I was absolutely delighted to be offered a place to run for Breast Cancer Now, on behalf of HiQ. It's a privilege to train for this huge personal goal and to simultaneously be running for such a fantastic cause.

HOW CAN PEOPLE SUPPORT OR DONATE TO YOUR FUNDRAISING PAGE?

It's super simple through JustGiving following this link: www.justgiving.com/page/hannah-boyd-hiq

I am overwhelmed by how generous people have been and every donation means the world to me.

WHAT'S YOUR GO-TO WAY TO UNWIND AFTER A BUSY DAY?

I'm super close to my housemates, so usually making some nice food and

catching up with them is my favourite way to relax.

Likewise, I'm the type of person who needs a lot of sleep so a cosy and relaxed evening sounds perfect to me – after a run of course!

WHAT'S ONE THING ABOUT YOUR JOB THAT PEOPLE MIGHT FIND SURPRISING?

In spite of the general view of marketing being people who colour in and spend their time making TikTok's, I think people would be surprised about the breadth that is covered and how diverse marketing truly is.

In addition to this, the detail that goes behind every element of the role so replying personally to every customer, checking every price, and staying consistent with everything will all impact our brand reputation.

ONE PIECE OF ADVICE FOR SOMEONE STARTING OFF THEIR CAREER?

I really love this question, and think this is so important having had that uncertainty about what I wanted to do, and now being able to reflect as someone who loves what they do.

My advice would be to not rule out an opportunity from fear that you are underqualified or inexperienced. I have worked in the automotive industry for several years, educating other people about cars, and providing tyre advice, but I only passed my driving test six months ago.

Don't let any minor details hold you back in achieving your goals.

“
It's a privilege to train for this huge personal goal and to be running for such a fantastic cause
”

Support your local hospice.

Get involved:



Despite being an expert palliative care provider, Birmingham Hospice isn't fully funded. This year, we need to raise £6.5 million through fundraising activity, income from our shops and donations to ensure we can continue to be there for those who need us.

Could your company help local people living with a terminal illness get the specialist care they need by fundraising for Birmingham Hospice?

Together, we're making every moment matter.

www.birminghamhospice.org.uk/get-involved/corporate-fundraising/